

Promoting Recycling to Local Businesses

Sample Press Release

RELEASE: **Immediately**

SUBJECT: (insert municipality) Announces Business Recycling Toolkit

FOR MORE INFORMATION CONTACT:

NEWS

The (town of/city of) is pleased to make available, a Business Recycling Toolkit for local businesses interested in implementing recycling and waste reduction programs in the workplace. The toolkit is funded through a grant from the Massachusetts Department of Environmental Protection (MassDEP).

The Toolkit includes the following information on:

- waste disposal bans on paper, cardboard, computer monitors and bottles and cans
- strategies on motivating employees to reduce waste in the workplace
- how to locate a recycling service provider
- how to renegotiate your current waste contract and save money by reducing the size of your dumpster and/or frequency of pick-ups.
- sample recycling signs

(Name), (title) for the (City of/Town of) said, “ I am pleased that through the support of MassDEP, we have an opportunity to provide our business community with information on how recycling and waste reduction programs in the workplace, can benefit both the environment and the bottom line”.

Businesses looking to find out more about the program should contact (name) at (phone) or (e-mail).

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